FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036441 **Type of Permit:** FILMING **Release Date:** 02/08/2011

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title VITAMIN WATER JOB #1799

Type of Production Commercial - Standard

Producer MICHAEL MANACOP

Director MATTHEW RALSTON

1st AD PAUL HOGAN

Production Manager MONA NIGRO

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager PATRICK REINOSO
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 310-664-4500

Location Assistant N/A N/A
Primary Phone Office - 310-664-4500
Secondary Phone

Fees

Posting 600	$276.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,088.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$300.00

Total Permit Fee $2,949.00

Number of Locations 1

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Summary Information — Location

Permit Number F00036441
Production Company @RADICAL MEDIA, INC
Insured Company @RADICAL MEDIA, INC
Production Title VITAMIN WATER JOB #1799

Location Manager PATRICK REINOSO
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 310-664-4500

Location Address 250 Trino Way, Los Angeles, CA, 90272

Location Type Private Residence

Film Dates 2/9/2011 - 2/9/2011 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents F36441, @Radical.pdf
Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
LA City UFSO assigned	26872

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 630 **Grid:** H6

Location Notes NO EQUIPMENT VEHICLES ALLOWED ON TRINO WY
\n
\nPosting only allowed on the W/S Arno Wy., Trino Wy - Pintoresca Dr

Approvals LOS ANGELES POLICE DEPARTMENT — Mark Buck
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Veronica Jaimez

Coordinator Note FILM LA MONITOR REQUIRED:
02/09/2011, 0500-2200

Parking

Base Camp
Location Type : Private Parking Lot
Street : Gladstones Restaurant 17300 PCH Pacific Palisades

Crew Parking
Location Type : Private Parking Lot
Street : Gladstones Restaurant 17300 PCH Pacific Palisades

Posting "No Parking" signs W/S ARNO WAY, TRINO WAY - BAY CLUB DR

Approximate Footage 301 - 600 **Log Number** 10877

Date(s) 2/9/2011 to 2/9/2011 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Permit Number	F00036441	**Location Manager**	PATRICK REINOSO
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 818-606-3081
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-664-4500
Production Title	VITAMIN WATER JOB #1799		

Posting "No Parking" signs W/S PINTORESCA DR, BAY CLUB DR - EAST TO END OF CULDESAC

Approximate Footage 301 - 600 **Log Number** 10887

Date(s) 2/9/2011 to 2/9/2011 **Time(s)** 06:00 to 22:00

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media, Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal (through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/5/10

Representative's Signature

Tracie Machizuki

Representative's Name (Please Print)

Staff Prod Super

Representative's Title (Please Print)

Radical Media, Inc

Name of Principal (i.e. company name)
(Please Print)

1630 12th Street

Santa Monica CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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